

Figure 1. Process Flow Diagram

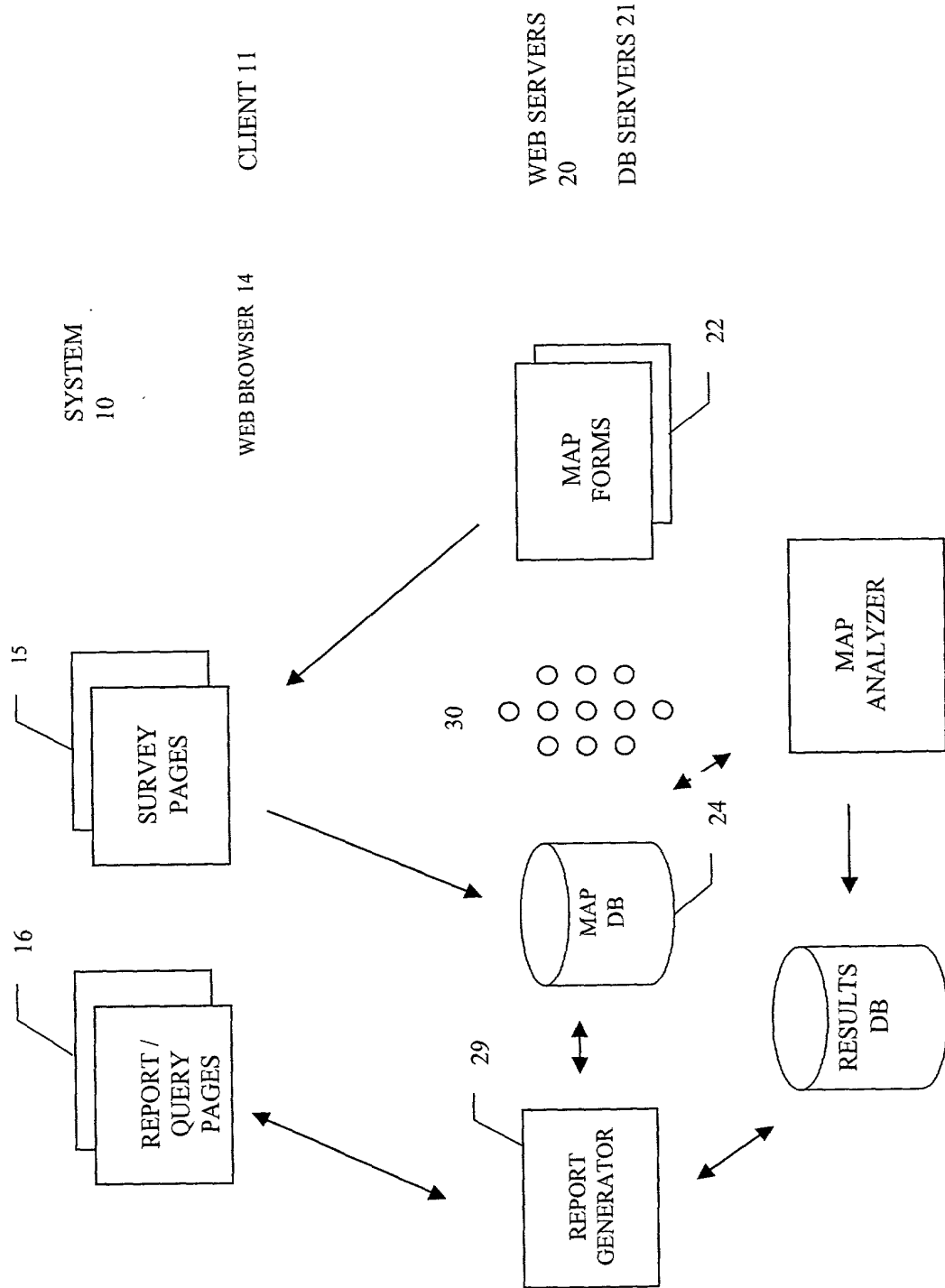


Figure 2. Influence Map

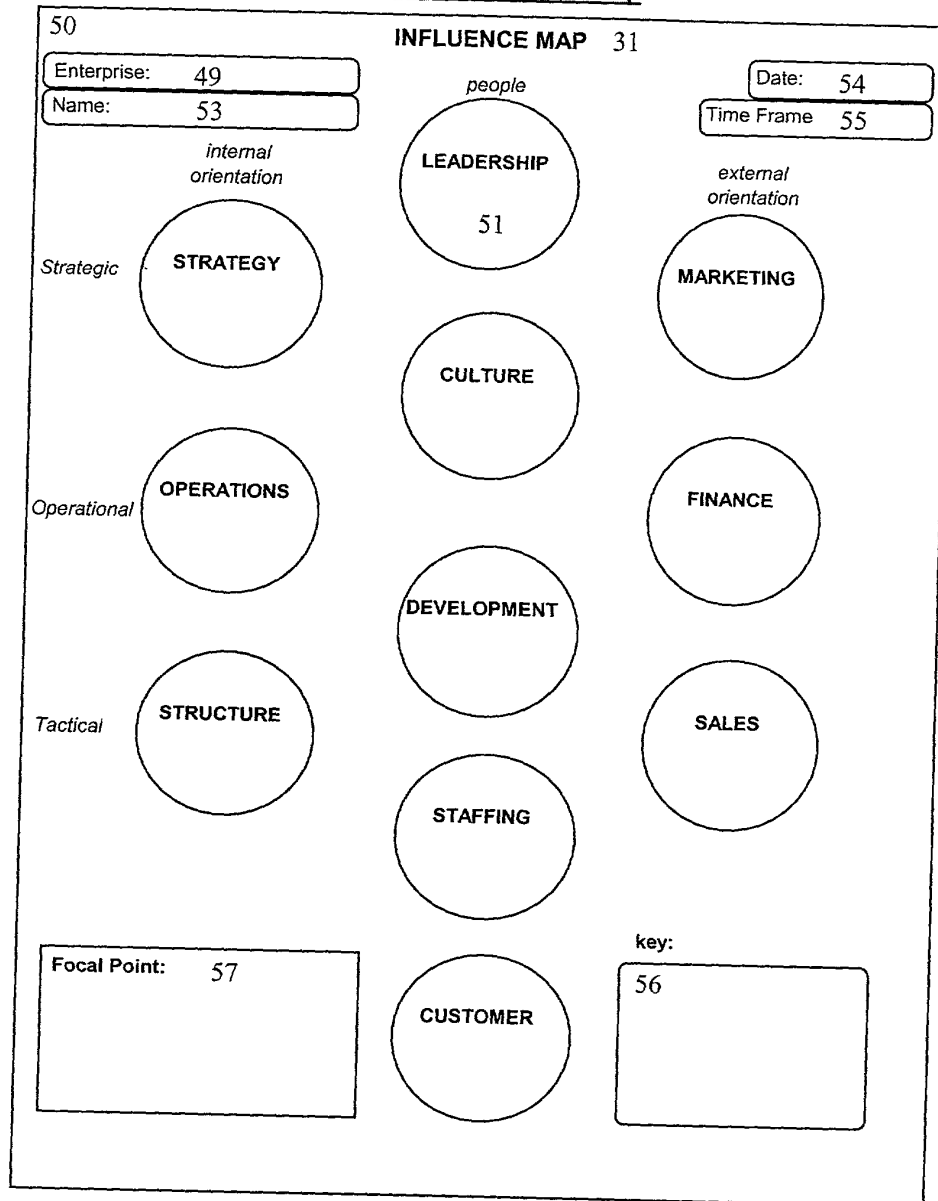


Figure 3. Extract of Scoring Matrix

35

Survey Scoring Matrix 32

Survey Questions

Spheres of Activity

37	Sphere of Origin:	Destination:					
		Customer	Staffing	Structure	Sales		
	Culture			59	60		
	Leadership						
	Marketing						
	Strategy						
	Finance		37			38	
	Operations		30	31			35
	Development		22	23	24		
	Sales	16	17	18	Sales		
	Structure	10	11	Structure	12		
	Staffing	4	Staffing	5	6		
	Customer	Customer	1	2	3		
	Spheres Labels						
36	Neighborhood links:						
	Immediate	1	4	3	3		33
	extended	2	2	3	3		34

Figure 4. Extract of Neighborhood Orientation Matrix 38

Sphere of Origin:	Destination:				
	Customer	Staffing	Structure	Sales	Development
Culture	R43	R44	O-59	O-60	S-61
Leadership	R38	R39	R40	R41	R42
Marketing	R33	R34	R35	R36	S-49
Strategy	R28	R29	R30	R31	S-44
Finance	R25	O-37	R26	O-38	S-39
Operations	R22	O-30	O-31	R23	O-32
Development	R20	T-22	T-23	T-24	Development
Sales	T-16	T-17	T-18	Sales	T-19
Structure	T-10	T-11	Structure	T-12	T-13
Staffing	T-4	Staffing	T-5	T-6	T-7
Customer	Customer	T-1	T-2	T-3	R1
Spheres Labels					
Neighborhood links:					
R = remote	7	4	4	4	2
total:	10	10	10	10	10
Neighborhood Orientation on Influence Map with number of links:					
S=Strategic					4
O=Operational		2	2	2	1
T=Tactical	3	4	4	4	3

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Figure 5. Sample Survey Design Template 490

Survey System
 date

43 44 45

Name _____		Culture Survey	
Sphere of Activity	My Perception Forecast of ...	Enter Yes or No	... the state of our organization culture ...
CUSTOMER SPHERE			
1	TRAFFIC SIGNAL code: Red = stop, urgent Amber = caution, questions Green = go, ok	<input type="checkbox"/>	Definition: client, buyer, beneficiary Customers can easily reach a staff member who can assist them.
2		<input type="checkbox"/>	Customers are regularly asked how we can do a better job for them.
3		<input type="checkbox"/>	Customers know that we offer good value in what we sell.
STAFFING SPHERE			
4	TRAFFIC SIGNAL code: Red = stop, urgent Amber = caution, questions Green = go, ok	<input type="checkbox"/>	Definition: human resources, capabilities Our staff treats the customer with care.
5		<input type="checkbox"/>	Our staff policies reinforce the importance of our staff in our success.
6		<input type="checkbox"/>	Staff know that the customer pays their salary.
7		<input type="checkbox"/>	Staff are actively encouraged & rewarded to continuously develop new skills.
8		<input type="checkbox"/>	We have the combination of skills & qualities needed to get the job done.
9		<input type="checkbox"/>	Staff are receiving incentives related to their work performance.
STRUCTURE SPHERE			
10	TRAFFIC SIGNAL code: Red = stop, urgent Amber = caution, questions Green = go, ok	<input type="checkbox"/>	Definition: organization, policies and procedures Our organization is customer focused.
11		<input type="checkbox"/>	Staff roles and responsibilities are clear.
12		<input type="checkbox"/>	Our structure facilitates creating options for mutual gain.
13		<input type="checkbox"/>	We are well organized to create, grow and succeed.
14		<input type="checkbox"/>	Policies and procedures are working well on day to day basis.
15		<input type="checkbox"/>	Our policies and procedures positively reflect our Company's culture.
SALES SPHERE			
16	TRAFFIC SIGNAL code: Red = stop, urgent Amber = caution, questions Green = go, ok	<input type="checkbox"/>	Definition: selling, creating buy-in, negotiating, deal-making Sales not only moves product but builds customer loyalty.
17		<input type="checkbox"/>	Sales has ready staff support.
18		<input type="checkbox"/>	Sales draws upon policies that emphasize "the customer comes first"
19		<input type="checkbox"/>	Sales development complements our Company's values.
20		<input type="checkbox"/>	We are achieving our sales goals.
21		<input type="checkbox"/>	Selling activities reflect positively on our Company.

Enter text references about question 21:

O.K.

Figure 7. Reflection Map

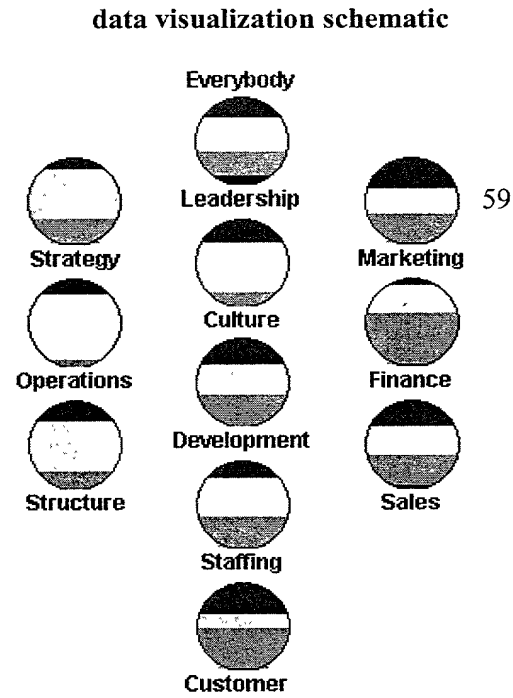


Figure 8. Circuit Board Map

data visualization schematic

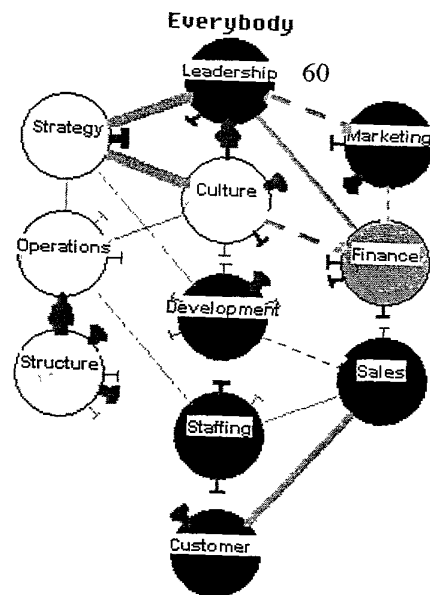
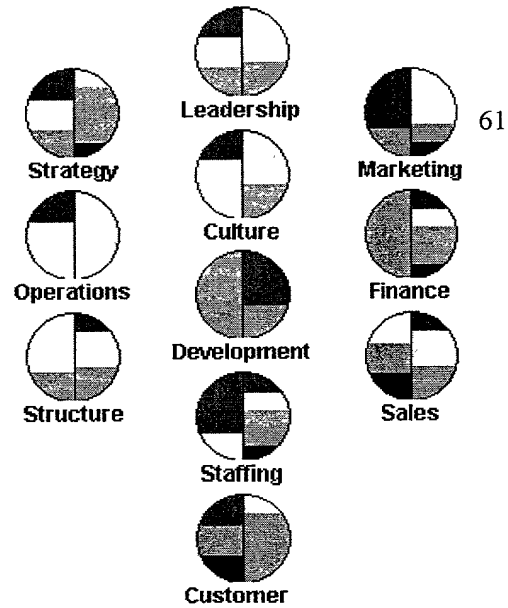


Figure 9. Hemisphere Map

data visualization schematic

World View / World View



data visualization schematic
shown with previous display layers

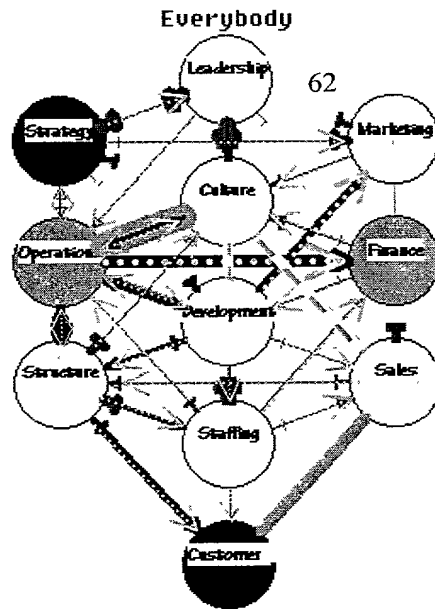


Figure 11. Action Map

data visualization schematic
shown with previous display layers

